


☐ BUFFET

 **Overview**

Project info
Specify an arbitrary project name. This will be used in textual (prose) descriptions of the project.
Project name

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done


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Exit

FIG. 1

☐ BUFFET

 **Overview**

Data Sources
Specify a variety of data feeds from which we will harvest out data. These sources will be used during both training and production.
Project name

Add...

Delete

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
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10. Load messages
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12. Compute expecte...
13. Expected perfor...
14. Done

For maximum coverage in our final reports, we wish to harvest from as many different engines and forums as possible.


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FIG. 2

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Overview

Product Category

1. Project Info
2. Data Sources
3. **Product Category**
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Describe the product category that this project focuses on by entering a set of phrases which identify, describe, or are associated with the type of product. Enter one phrase per line.

sports car

Do not enter specific brand names here. You will be asked to do that later.


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FIG. 3

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Overview

Customer

1. Project Info
2. Data Sources
3. Product Category
4. **Customer**
5. Competitors
6. Counterexamples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter a set of phrases that name the customer and their product

nissan
350z
350
z


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FIG. 4

☐ BUFFET


Overview

Competitors

1. Project Info
2. Data Sources
3. Product Category
4. Customer
- 5. Competitors**
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter a set of phrases that name competing companies and branded products relevant to this project. Enter one phrase per line.

honda s2000
 corvette
 bmw 325i


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FIG. 5

☐ BUFFET


Overview

Counter-Examples

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
- 6. Counter-examples**
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages
12. Compute expecte...
13. Expected perfor...
14. Done

Enter some phrases which indicate that a message is not related to the key concept, in spite of any superficial similarity.

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FIG. 6

☐ Criteria Questionnaire

A usage statement about the product itself

A brand comparison involving the product's price

A usage statement about a feature of the product

A brand comparison involving advertising for the product

A factual description of a news article mentioning the product

A brand comparison involving corporate activity by the company

unsure

unsure

unsure

unsure

unsure

unsure

Next >

1. Project Info

2. Data Sources

3. Product Category

4. Customer

5. Competitors

6. Counter-examples

7. Criteria Question...

8. Labeling Criteria

9. Criteria Document

10. Load messages

11. Label messages

12. Compute expecte...

13. Expected perfor...

14. Done

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

Take Criteria Questionnaire

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

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FIG. 7

☐ Criteria Questionnaire

A brand comparison involving the product itself

A factual description of the product's price

A brand comparison involving a feature of the product

A factual description of advertising for the product

A casual mention of a news article mentioning the product

A factual description of corporate activity by the company

relevant

▼

unsure

▼

relevant

▼

unsure

▼

irrelevant

▼

irrelevant

▼

Next >

ire

1. Project Info

2. Data Sources

3. Product Category

4. Customer

5. Competitors

6. Counter-examples

7. Criteria Question...

8. Labeling Criteria

9. Criteria Document

10. Load messages

11. Label messages

12. Compute expecte...

13. Expected perfor...

14. Done

Please answer a series of questions about what makes messages relevant. You will see several screens of questions depending on your answers.

Take Criteria Questionnaire

Proceed with caution if you have already defined criteria. Taking the questionnaire will delete all existing criteria

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FIG. 8

☐ BUFFET

Overview

Labeling Criteria

- Project Info
- Data Sources
- Product Category
- Customer
- Competitors
- Counter-examples
- Criteria Questionna...
- Labeling Criteria**
- Criteria Document
- Load messages
- Label messages
- Compute expecte...
- Expected perfor...
- Done

Edit the labeling criteria that were derived from your questionnaire, and from other additions you have made

Opinions or comparisons about the product itself are
Descriptions or usage statements about the product it
Opinions or comparisons about the products price are
Opinions or comparisons about a feature of the produ
Descriptions of usage statements about a feature of th
Descriptions, discussions and opinions of a news artic
Mere mentions of a news article mentioning the prod

Add...

Edit...

Delete

Please make an effort to add at least several key words to each criteria element. This helps BUFFET operationalize your criteria.

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FIG. 9

☐ BUFFET

Overview

Criteria Document

- Project Info
- Data Sources
- Product Category
- Customer
- Competitors
- Counter-examples
- Criteria Questionna...
- Labeling Criteria
- Criteria Document**
- Load messages
- Label messages
- Compute expecte...
- Expected perfor...
- Done

This creates a human-readable criteria document. Enter a filename, and we will write the document to it.

/home/knigam/silly2.txt

Select


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FIG. 10

☐ BUFFET


Overview

Label Messages

1. Project Info
2. Data Sources
3. Product Category
4. Customer
5. Competitors
6. Counter-examples
7. Criteria Questionna...
8. Labeling Criteria
9. Criteria Document
10. Load messages
11. Label messages

At this time, you are encouraged to stop and apply tags to more harvested messages. Ideally, you should label several hundred messages to get best results

266 messages tagged

(You can always return to this screen later and tag more messages.)

☐ Analyst Workbench

File	Import	Benchmark	Target	Polarity	Topic	Phrase	
Project	Import	Exploration	Benchmark	Target	Polarity	Topic	Phrase

Project: Pocket PC

Harvest: 9320 messages from 229 queries.

Benchmark: 400 messages labeled: Quality: 0.836; Consistency: 1.000

Target: 1000 messages labeled: Quality: 0.844; Consistency: 0.925

Polarity: unknown

Topics: unknown

FIG. 11

<input type="checkbox"/> Analyst Workbench							
File	Import	Benchmark	Target	Polarity	Topic	Phrase	
Project	Import	Benchmark	Target	Polarity	Topic	Phrase	
Summary		Label	Performance				
Subject: Brighthand reviews the Sony CLIE PEG-NZ90 Date: Tue Feb 04 00:00:00 EST 2003 From: Covert				Engine: discussion.brighthand.com Forum: Reviews			
<div> +> +> +> +> +>Originally posted by hepv +> +>Anyway...how come we don't have anyPPC manufactures making these cool multimedia centric devices (niche). We did - they were Casio. Casio pioneered PDA multimedia with its Palm PCs and firstPocket PC, but now they're agree that someone needs to step up and release aPocket PC that has added multimedia value over otherPPCs. I 39xx screen, old E-125/Maestro joypad, removable battery, Zayo speed, etc...), I'd buy it. ----- Covert of www.cghm.Bk.com </div>							
View Raw Document				View Logic			
Labelling doc #5 (Unlabelled)							

FIG. 12